Creativity on Tap for Dayton Chapters of Professional Communication Associations
CREATIVITY ON TAP FOR DAYTON CHAPTERS OF PROFESSIONAL COMMUNICATION ASSOCIATIONS

DAYTON, Ohio — Invisioning, the brainstorming technique used by major companies to spark creativity, will be the focus of the a joint meeting for members of the Dayton chapters of the International Association of Business Communicators and Public Relations Society of America.

The luncheon meeting will be held at 11:30 a.m. Thursday, Jan. 21, in the main dining room at NCR Sugarcamp, 101 W. Schantz Ave. Cost is $14 for members and $20 for guests. Reservations are due by Monday, Jan. 18, by calling (937) 640-1521 or via e-mail at sschwjieterman@grahicdesign.com.

Presenter Bill Chidley, chief creative officer for the architectural consulting firm of Design Forum, will share examples of how Design Forum’s brainstorming service, called Invisioning, has helped companies such as American Honda, Best Buy, Kroger, Dunkin’ Donuts and Saturn approach issues and challenges from various angles.

“Creativity is the lifeblood of any healthy brand,” says Chidley, who directs the firm’s Invisioning service. “We help businesses tap into their imagination and inventiveness.” Chidley will talk about solving long-standing problems, discovering opportunities and alternatives, and enhancing clear thinking and effective decision-making.

In addition to directing Design Forum’s Invisioning service, Chidley is involved in developing design strategy for Design Forum clients. Chidley has also directed the conceptual development of all Design Forum creative programs for environmental, communication, product and packaging design.

A noted authority on retail design and industry trends, Chidley has addressed retailers, manufacturers and other business executives at national conferences, and is a widely sought-after source for national and trade media. Chidley received his bachelor’s degree in Industrial Design from the University of Cincinnati’s College of Design, Architecture, Art and Planning.